



Australia - 2016 Year in Review

IP Traffic

- In Australia, IP traffic reached 1.0 Exabytes per month in 2016, up from 697 Petabytes per month in 2015.
- Australia's IP traffic grew 48% in 2016.
- Australia's IP networks carried 34 Petabytes per day in 2016, up from 23 Petabytes per day in 2015.
- In Australia, IP traffic reached an annual run rate of 12.4 Exabytes in 2016, up from an annual run rate of 8.4 Exabytes in 2015.
- Australia's IP traffic in 2016 was equivalent to 3 billion DVDs per year, 258 million DVDs per month, or 353,557 DVDs per hour.
- In Australia, IP traffic reached 42.5 Gigabytes per capita in 2016, up from 29.1 Gigabytes per capita in 2015.
- In Australia, average IP traffic reached 3 Tbps in 2016, and busy hour traffic was 13 Tbps.
- Last year, the gigabyte equivalent all movies ever made crossed Australia's IP networks every 6 hours.
- Australian IP traffic in 2016 was equivalent to 98x the volume of Australian IP traffic in 2005.

Internet Traffic

- In Australia, average Internet traffic grew 51% in 2016.
- In Australia, peak Internet traffic grew 73% in 2016.
- In Australia, Internet traffic reached 907 Petabytes per month in 2016, up from 601 Petabytes per month in 2015.
- Australia's Internet traffic was 30 Petabytes per day in 2016, up from 20 Petabytes per day in 2015.

- Australia's Internet traffic in 2016 was equivalent to 3 billion DVDs per year, 227 million DVDs per month, or 310,536 DVDs per hour.
- In 2016, the gigabyte equivalent of all movies ever made crossed the Internet every 6 hours.
- Australian Internet traffic in 2016 was equivalent to 102x the volume of the entire Australian Internet in 2005.
- In Australia, Internet traffic reached 37.3 Gigabytes per capita in 2016, up from 25.1 Gigabytes per capita in 2015.
- In Australia, average Internet traffic reached 3 Tbps in 2016.
- In Australia, busy hour Internet traffic reached 11 Tbps in 2016.

Wi-Fi Traffic

- Australia's Fixed/Wi-Fi IP traffic grew 50% in 2016.

Wired Traffic

- Australia's Fixed/Wired IP traffic grew 44% in 2016.

Mobile Traffic

- Australia's mobile data traffic grew 52% in 2016.

Video Traffic

- In Australia, IP video was 72% of all IP traffic in 2016, up from 68% in 2015.
- In Australia, Internet video traffic was 72% of all consumer Internet traffic in 2016, up from 68% in 2015.
- In Australia, 11 billion minutes of video content crossed the Internet each month in 2016, up from 11 billion in 2015.
- In Australia, 11 billion minutes (21,102 years) of video content crossed the Internet each month in 2016. That's 4,220 minutes of video streamed or downloaded every second.

Devices

- In Australia, there were 135.5 million networked devices in 2016, up from 122.5 million in 2015.
- In Australia, there were 5.6 networked devices per capita in 2016, up from 5.1 per capita in 2015.

Broadband Speed Evolution

- In Australia, the average fixed broadband speed grew 2% from 2015 to 2016, from 18.4 Mbps to 18.8 Mbps.
- In Australia, 68% of broadband connections were faster than 5 Mbps in 2016.
- In Australia, 43% of broadband connections will be faster than 10 Mbps in 2016.

Traffic per User and Household

- In Australia, the average Internet user generated 36.5 Gigabytes per month in 2016, up 49% from 24.5 Gigabytes per month in 2015.
- In Australia, the average Internet household generated 89.1 Gigabytes per month in 2016, up 50% from 59.4 Gigabytes per month in 2015.
- In Australia, Internet video traffic grew 59%, and is now 94% of all consumer Internet traffic.

- In Australia, there were 858,587 Internet households (12.4% of all Internet households) generating more than 250 Gigabytes per month in 2016, up from 348,984 in 2015.
- In Australia, there were 183,983 Internet households (2.6% of all Internet households) generating more than 500 Gigabytes per month in 2016, up from 116,328 in 2015.